

PTO/SB/08A (08-03)

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INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT

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Sheet

of

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Complete If Known

Application Number	10/018,988
Filing Date	12/14/2001
First Named Inventor	MATZ
Art Unit	2611
Examiner Name	Unknown
Attorney Docket Number	BS01371

U. S. PATENT DOCUMENTS				
Examiner Initials*	CB# No.	Document Number Number-Kind Code <sup>3</sup> (If Known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document
AK		US- 5,948,061	9/7/1999	Merriman et al.
AK		US- 5,794,210	8/11/1998	Goldhaber et al.
AK		US- 5,724,521	3-1998	Dedrick
AK		US- 5,892,536	4-1999	Logan
AK		US- 5,800,364	2-1997	Hendricks
AK		US- 6,282,713	8-2001	Kitsukawa
AK		US- 6,477,704	11-2002	Cremia
AK		US- 5,389,964	2-1995	Oberle
AK		US- 6,002,393	12-1999	Hite
AK		US- 4,912,552	3-1990	Allison
AK		US- 6,446,261	9-2002	Rosser
AK		US- 5,848,398	12-1998	Gerace
AK		US- 5,948,061	9-1999	Merriman
AK		US- 6,100,916	8-2000	August
AK		US- 6,314,577	11/6/2001	Pocock
AK		US- 5,892,508	4/6/1899	Howe
AK		US- 5,818,438	10/6/1998	Howe
AK		US- 6,076,094	6/13/2000	Cohen
AK		US- 6,172,674	1/9/2001	Etheridge

FOREIGN PATENT DOCUMENTS				
Examiner Initials*	CB# No.	Foreign Patent Document Country Code <sup>4</sup> Number, <sup>5</sup> Kind Code <sup>6</sup> (If Known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document
AK		WO 99 52285A	10/14/1999	
AK		WO 99 04561A	1/28/1999	
AK		WO 99 45702A	9/10/1999	
AK		EP 0 424 648A	2/2/1991	
AK		EP 1162840 A2	12-2001	Wilson

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U. S. PATENT DOCUMENTS				
Examiner Initials*	Cts No. <sup>1</sup>	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document
AK		US- 6,252,586	6/26/2001	Freeman
AK		US- 5,881,518	8/1997	Cartes
AK		US- 5,774,170	6-1998	Hite
AK		US- 5,758,257	5-1998	Herz
AK		US- 5,410,344	4-1995	Graves
AK		US- 5,754,393	5-1998	Herz
AK		US- 5,838,314	11-1998	Neel
AK		US- 6,029,045	1-2001	Alexander
AK		US- 6,463,468	10-2002	Buch
AK		US- 6,436,818	12-2002	Ponte
AK		US- 6,507,839	1-2003	Ponte
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AK		US- 6,631,360	10-2003	Cook
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AK		US- 5,446,919	8-1995	Wilkins
AK		US- 5,585,865	12-1998	Amano
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AK		US- 5,881,906	1-1999	Dunn
AK		US- 5,973,683	10-1999	Cragun

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Examiner Initials*	Cts No. <sup>1</sup>	Foreign Patent Document Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document

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U. S. PATENT DOCUMENTS				
Examiner Initials*	Cite No.*	Document Number Number/Kind Code* (If known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document
AK		US- 6,005,597	12-1999	Barrett
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AK		US- 6,457,010	9-2002	Eldering
AK		US- 2002/0143647	10-2002	Headings
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AK		US- 6,463,585	10/2002	Hendricks
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AK		US- 6,185,614	2/2001	Cuomo
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Application Number	10/018,988
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Group Art Unit	2611
Examiner Name	
Attorney Docket Number	BS01371

U.S. PATENT DOCUMENTS				
Examiner Initials *	Cite No.	U.S. Patent Document Number	Kind Code <sup>2</sup> (if known)	Name of Patentee or Applicant of Cited Document
AK		US- 3,788,610		Bilas et al.
AK		US- 3,888,302		Kosco
AK		US- 4,130,233		Chamot
AK		US- 4,258,388		Cheung
AK		US- 4,381,661		Asip et al.
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AK		US- 4,588,030		Nickerson et al.
AK		US- 4,667,691		Gray et al.
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AK		US- 4,890,322		Russell, Jr.
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AK		US- 5,287,181		Holman
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AK		US- 5,404,383		Remillard
AK		US- 5,410,329		Goldstein
AK		US- 5,446,919		Wilden, Jeff K.
AK		US- 5,446,480		Blechut et al.
AK		US- 5,600,681		Jones

Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006
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**INFORMATION DISCLOSURE  
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Complete If Known	
Application Number	10/018,888
Filing Date	December 14, 2001
First Named Inventor	MATZ
Group Art Unit	2611
Examiner Name	
Attorney Docket Number	BS01371

Sheet \_\_\_\_\_ Of \_\_\_\_\_ • Attorney Docket Number BS01371

**U.S. PATENT DOCUMENTS**

Examiner Initials <sup>1</sup>	Cite No. <sup>2</sup>	U.S. Patent Document Number	Kind Code <sup>3</sup> (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Column, Line, Where Relevant Passages or Relevant Figures Appear
AK		US- 5,585,838		Lanter et al.	12-17-1996	
AK		US- 5,608,448		Smarra et al.	03-04-1997	
AK		US- 6,618,247 A		Russo	04-1997	
AK		US- 6,681,518		Carles, John B.	05-1997	
AK		US- 6,698,670		Marty	10-06-1997	
AK		US- 6,724,626		Behrens et al.	03-1998	
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AK		US- 6,134,531		Trevitt et al.	10-2000	
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AK		US- 6,314,577 B1		Pocock	11-06-2001	
AK		US- 6,446,261 B1		Rosser	06-2002	
AK		US- 6,463,663		Hendricks et al.	10-2002	
AK		US- 6,530,082 B1		Del Sesto et al.	03-2002	

**FOREIGN PATENT DOCUMENTS**

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		Office <sup>4</sup>	Number <sup>5</sup>				
AK		EP	1162840 A2	Wilson et al.	12-2001		

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Application Number	10/018,888
Filing Date	December 21, 2001
First Named Inventor	MATZ
Group Art Unit	2611
Examiner Name	

Attorney Docket Number BS01371

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS		
Examiner Initials *	Cite No. 1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
AK		PCT Publication No. WO 94/17609 (Kief et al., 08-04-1994)
AK		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," The Wall Street Journal, September 26, 1994.
AK		U.S. Application No. 2002/0032908 A1 (Grossman, 03-2002)
AK		U.S. Application No. 2002/0035600 A1 (Ulman et al., 03-2002)
AK		U.S. Application No. 2002/0062019 A1 (Dwight, 07-11-2002)
AK		U.S. Application No. 2002/0123928 A1 (Eldering et al., 08-2002)
AK		U.S. Application No. 2002/0143647 A1 (Headings et al., 10-2002)
AK		U.S. Application No. 2003/0049967 A1 (Kunze et al., 03-13-2003)
AK		U.S. Application No. 2003/0110497 A1 (Yassin et al., 08-2003)
AK		International Search Report for PCT/US2002/0070 A1

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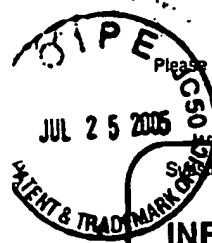
NON PATENT LITERATURE DOCUMENTS			
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AK		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/com_cgi/print/print.cgi?uri=http://devices.../report_interactive.htm, (11/16/01) pp. 1-2.	
AK		"Liberate Technologies - Solutions," Digital Cable Two-Way, www.solutions.liberate.com/architecture/dc2.html, (11/16/01) p. 1 of 1.	
AK		"Liberate Technologies - Solutions," Digital Broadband Telco, www.solutions.liberate.com/architecture/db.html, (11/16/01) p. 1 of 1.	
AK		"Liberate Technologies - Solutions," Liberate Connect Suite, www.solutions.liberate.com/products/connect_suite.html, (11/16/01) pp. 1-2.	
AK		"Liberate Technologies - Solutions," Liberate Imprint Server™, www.solutions.liberate.com/products/imprint_server.html, (11/16/01) p. 1 of 1.	
AK		"Liberate Technologies - Solutions," Liberate Mediicast Server™, www.solutions.liberate.com/products/mediicast_server.html, (11/16/01) pp. 1-2.	
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AK		"power, flexibility, an control," Respond TV, www.respondtv.com/whynrespond.html (11/16/01) pp. 1-2.	
AK		"It just clicks!," RespondTV, www.respondtv.com/inaction.html, (11/16/01) pp. 1-2.	
AK		"The Wink System," Wink System Diagram, www.wink.com/contents/tech_diagram.shtml, (11/16/01) p. 1 of 1.	
AK		"What Is Wink?," www.wink.com/contents/whatiswink.shtml, (11/16/01) p. 1 of 1.	
AK		"How Wink Works," What Is Wink: How wink works, www.wink.com/contents/howitworks.shtml, (11/16/01) p. 1 of 1.	
AK		"What Is Wink: Examples," What Is Wink - Examples, www.wink.com/contents/examples.shtml, (11/16/01) pp. 1-2.	
AK		"Nielsen Media Research - Who We Are & What We Do," www.nielsenmedia.com/whowearere.html, (10/11/01) pp. 1-4.	

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INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT

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Sheet

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## Complete If Known

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unassigned

Attorney Docket Number BS01371

## U.S. PATENT DOCUMENTS

Examiner Initials	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
AK		677,209		Chemock et al.	06-1901	
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AK						

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**Complete If Known**

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unassigned

Attorney Docket Number

BS01371

**U.S. PATENT DOCUMENTS**

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		Number	Kind Code <sup>2</sup> (if known)			
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		Offi ce <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
AK			EP 0 424 648A EP 1162840 A2 WO 99 52285A WO 99 04561A WO 99 45702A		Wilson	02-02-1991 12-2001 10-14-1999 01-28-1999 09-10-1999		

Examiner Signature

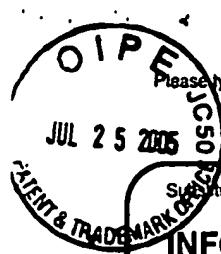
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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### Complete If Known

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unassigned
Attorney Docket Number	BS01371

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
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Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

5 of 5

### Complete if Known

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unassigned
Attorney Docket Number	BS01371

### OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
AK		"What Is Wink: Examples," What is Wink – Examples, <a href="http://www.wink.com/contents/examples.html">www.wink.com/contents/examples.html</a> , (11/16/01) pp. 1-2.	
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Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006
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**INFORMATION DISCLOSURE  
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**Complete If Known**

Application Number	10/018,888
Filing Date	Dec. 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unknown
Attorney Docket Number	BS01371

**U.S. PATENT DOCUMENTS**

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Application Number	10/016,888
Filing Date	Dec. 14, 2001
First Named Inventor	Marz
Group Art Unit	2811
Examiner Name	Unknown
Attorney Docket Number	BS01371

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449A/PTO

## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

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**Application Number**

**Filing Date**

**First Named Inventor**

### **Group Art Unit**

Examiner Name Unknown

Attorney Docket Number **BS01371**

Attorney Docket Number **BS01371**

## **U.S. PATENT DOCUMENTS**

## OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

SEARCHED WWW WWW ADVERTISING DOCUMENTS			
Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
AK		Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings fo the International IFIP/GI Working Conference Trends in Distributed Systems for Electronic Commerce, Pages:1-10, Year of Publication: 1998).	

Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006
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<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

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Complete If Known	
Application Number	10/016,988
Filing Date	Dec. 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unknown
Attorney Docket Number	BS01371

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of 2

**Attorney Docket Number**

**Complete If Known**

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	MATZ, William R., et al.
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36968-265390

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>			
<i>(use as many sheets as necessary)</i>			
Sheet	2		
of	2		
		Application Number	10/016,988
		Filing Date	December 14, 2001
		First Named Inventor	MATZ, William R., et al.
		Group Art Unit	Unassigned
		Examiner Name	Unassigned
		Attorney Docket Number	36968-265390

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AK		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/icom_cgip/print/print.cgi?url=http://devices.../report_interactive.htm, (11/16/01) pp. 1-2.	
AK		"Liberate Technologies - Solutions," Digital Cable Two-Way, www.solutions.liberate.com/architecture/dc2.html, (11/16/01) p. 1 of 1.	
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AK		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/howitworks.shtml, (11/16/01) p. 1 of 1.	
AK		"What Is Wink: Examples," What is Wink - Examples, www.wink.com/contents/examples.shtml, (11/16/01) pp. 1-2.	
AK		"Nielsen Media Research - Who We Are & What We Do," www.nielsenmedia.com/whoweare.html, (10/11/01) pp. 1-4.	

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<b>FORM 1449*</b> <b>INFORMATION DISCLOSURE STATEMENT</b> <b>IN AN APPLICATION</b> <i>(Use several sheets if necessary)</i>	<b>Docket Number:</b> <b>60027.0291US01/BS01371</b>	<b>Application Number:</b> <b>10/016,988</b>
	<b>Applicant:</b> Matz et al.	
	<b>Filing Date:</b> December 14, 2001	<b>Group Art Unit:</b> 2611
		

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